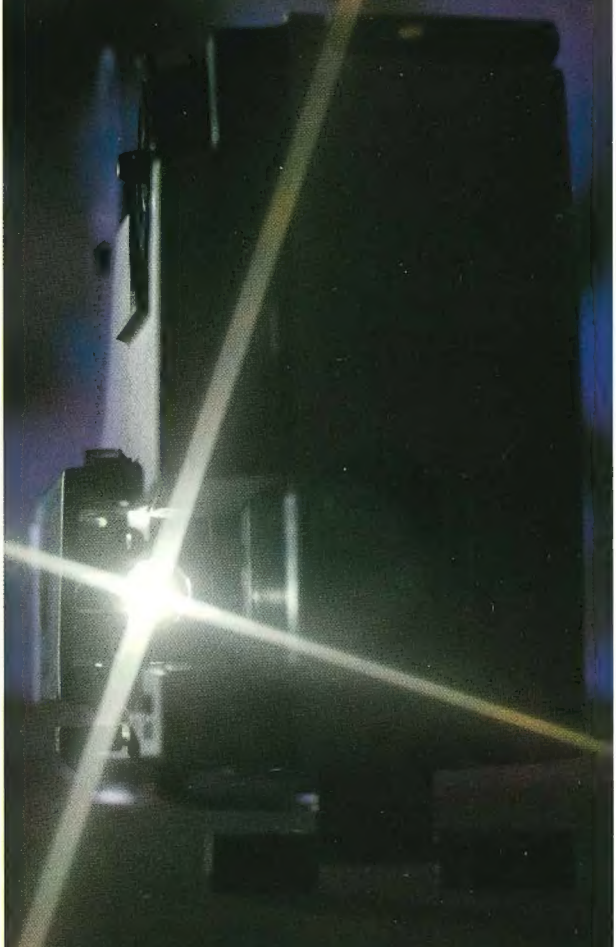


**NEWEST**

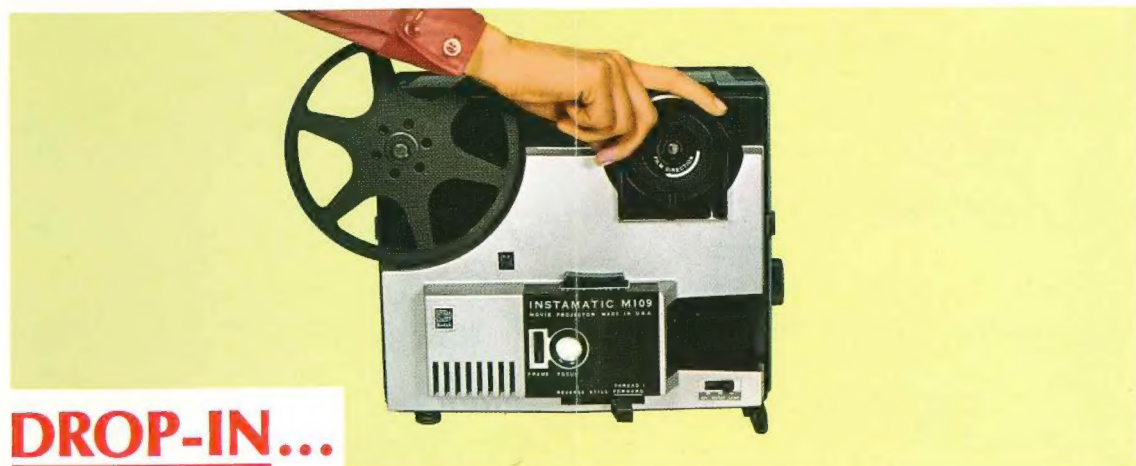
# **Kodak Instamatic® Cartridge-load Movie Projectors**



**For super 8 movies only**

**For both super 8 and 8mm movies**

# Now showing movies is as simple as:



**DROP-IN...**



**SHOW!**

The cartridge-load idea that makes Kodak Instamatic movie cameras so easy to use is now yours to enjoy in a cartridge-load Instamatic movie projector—Model M105, M109, or M110.

These three projectors use a new kind of cartridge—a projection cartridge—designed by Kodak. Each cartridge holds a reel of processed movie film.

With this new projection cartridge you need never touch the film.

Simply drop the cartridge into the projector. Push a button—and the show's off and running.

The projector automatically draws the film out of the cartridge and threads it through the projector.

What's more—at the end of the show, the projector automatically winds the film back into the cartridge at high speed.

Movies were never easier to show, more fun to see!

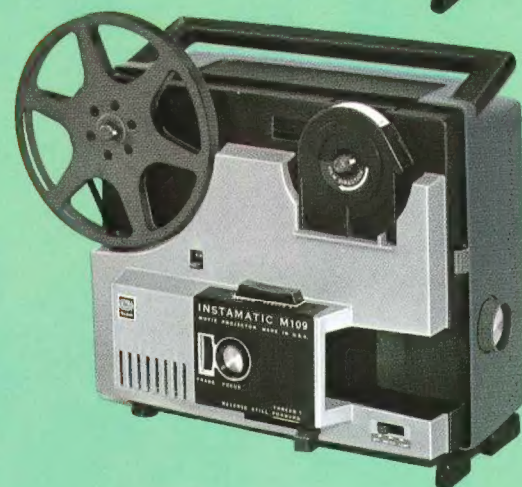




1  
DROP IN  
projection cartridge

2  
SWITCH ON  
projector

3  
PUSH  
automatic threading  
button



#### M105

- Shows super 8 film
- Cartridge-load ease
- Threads automatically
- Rewinds automatically
- Takes 50- and 100-ft. cartridges
- Reel projection, too (up to 400 feet)
- Forward, reverse, "still"
- Self-cased
- f/1.5 or zoom lens

#### M109

- Shows both super 8 and 8mm film
- Cartridge-load ease
- Threads automatically
- Rewinds automatically
- Takes 50- and 100-ft. cartridges
- Reel projection, too (up to 400 feet)
- Forward, reverse, "still"
- Self-cased
- f/1.5 or zoom lens

#### M110

- Shows both super 8 and 8mm film
- Takes 50- and 100-ft., plus new 400-ft. cartridges
- Cartridge-load ease
- Threads automatically
- Rewinds automatically
- Reel projection, too (up to 400 feet)
- Forward, reverse, "still"
- Self-cased
- f/1.5 or zoom lens



All three cartridge-load Kodak Instamatic movie projectors also show movies in conventional reels up to 400-foot.

## now, Kodak projection cartridges

make movie-showing  
as easy as 1-2-3



Remember when movie cameras were difficult to thread? Well, Kodak changed all that when it invented the super 8 film cartridge.

Now Kodak has invented a cartridge that brings the same kind of convenience to movie projection.

With this projection cartridge you can show your super 8 or 8mm movies as quickly and easily as playing tapes.

You spend all your time enjoying your movies. Showing them is reduced to a matter of drop in and show.

For the new super 8 movies you shoot, ask to have film processed and returned in this cartridge. Ask for KODAK Projection Cartridge Service Sleeve, PCS-1. It prepays the extra charge for the return of processed super 8 KODACHROME II Movie Film, Type A in the KODAK Projection Cartridge A.

For your existing super 8 and 8mm movies, see your dealer for accessory cartridges which you can load yourself—they come in three sizes to accommodate 50-foot, 100-foot, and 400-foot reels.

If you wish, you may even edit and splice your reel of film—the projection cartridge opens to let you remove and return your reel of film as often as you like.

Ask to see a demonstration of these three KODAK INSTAMATIC Movie Projectors, illustrated at the left.



# Kodak Projection Aids



## KODAK Projection Cartridges

Kodak projection cartridge A (50-foot) and B (100-foot), for use with Kodak Instamatic M105, M109, or M110 movie projectors. Kodak projection cartridge D (400-foot), for use with Kodak Instamatic M110 movie projectors. Identification label supplied with each cartridge.



## KODAK PRESSTAPE Universal Splicer

Revolutionary dry splicer for super 8, regular 8mm, and 16mm movie films. No scraping, no cement! Easy to use. Comes with supply of super 8 and regular 8mm Presstapes.



## KODAK Projection Screen (40 x 40 inches)

This deluxe screen with beaded surface is ideal for movies or slides. Tripod legs open automatically for quick setups. Easy to adjust the height. Easy to store.

### PRICES (subject to change without notice):

KODAK INSTAMATIC M105 Movie Projector...	from less than \$140.00
KODAK INSTAMATIC M109 Movie Projector...	from less than 160.00
KODAK INSTAMATIC M110 Movie Projector...	from less than 195.00
KODAK Projection Cartridge A (50-foot).....	less than .70
KODAK Projection Cartridge B (100-foot).....	less than .95
KODAK Projection Cartridge D (400-foot).....	less than 4.00
KODAK PRESSTAPE Universal Splicer .....	less than 9.55
KODAK Projection Screen (40" x 40").....	less than 23.00



# Kodak Projection Aids



**KODAK Projection Cartridges**  
(For use with Kodak Instamatic M105 or M109 movie projector.)  
Kodak projection cartridge A (50-foot) and B (100-foot). Identification label supplied.



**KODAK PRESTAPE Universal Splicer**  
Revolutionary dry splicer for super 8, regular 8mm, and 16mm movie films. No scraping, no cement! Easy to use. Comes with supply of super 8 and regular 8mm Prestapes.



**KODAK Projection Screen**  
(40 x 40 inches)  
This deluxe screen with beaded surface is ideal for movies or slides. Tripod legs open automatically for quick setups. Easy to adjust the height. Easy to store.

## PRICES (subject to change without notice):

KODAK INSTAMATIC M105 Movie Projector	from less than \$140.00
KODAK INSTAMATIC M109 Movie Projector	from less than 160.00
KODAK Projection Cartridge A (50-foot)	less than .70
KODAK Projection Cartridge B (100-foot)	less than .95
KODAK PRESTAPE Universal Splicer	less than 8.55
KODAK Projection Screen (40" x 40")	less than 17.00

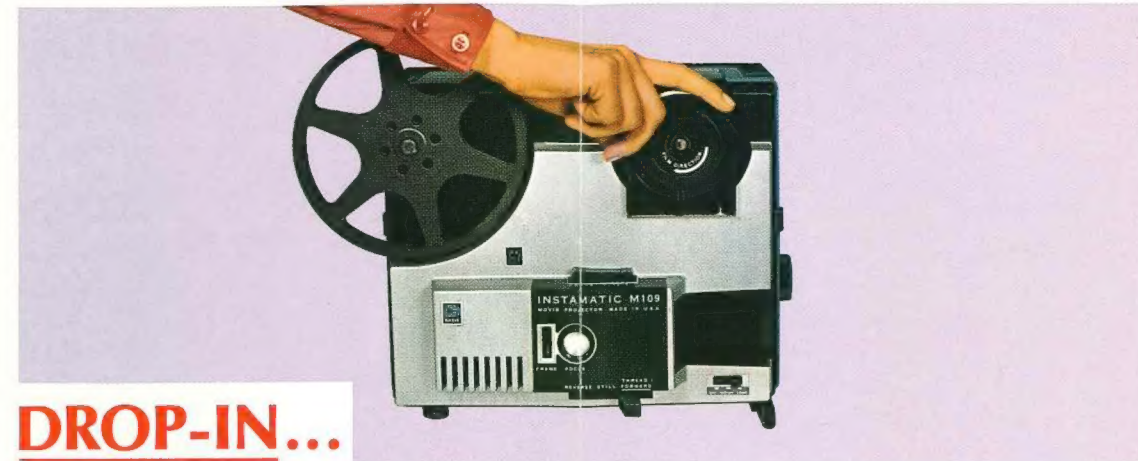
**CRYSTAL PLAZA CAMERA SHOP**  
2041 Crystal Plaza Drive  
Crystal City, Arlington, Va. 22202  
Phone 521-5544

## **NEW** Kodak Instamatic® Cartridge-load Movie Projectors

For super 8 movies only

For both super 8 and 8mm movies

## Now showing movies is as simple as:



The cartridge-load idea that makes Kodak Instamatic movie cameras so easy to use is now yours to enjoy in a cartridge-load Instamatic movie projector—Model M105 or M109.

These two projectors use a new kind of cartridge—a projection cartridge—designed by Kodak. Each cartridge holds a reel of processed movie film.

With this new projection cartridge you need never touch the film.

Simply drop the cartridge into the projector. Push a button—and the show's off and running.

The projector automatically draws the film out of the cartridge and threads it through the projector.

What's more—at the end of the show, the projector automatically winds the film back into the cartridge at high speed.

Movies were never easier to show, more fun to see!



the  
**easy**  
ones

# the most versatile Kodak movie projectors ever

You can use cartridges or reels up to 400 feet  
with either of these new INSTAMATIC Movie Projectors

New Kodak  
projection cartridge  
makes movie-showing  
as simple as  
playing records

Remember when movie cameras were difficult to thread? Well, Kodak changed all that when it invented the super 8 film cartridge.

Now Kodak has invented a cartridge that brings the same kind of convenience to movie projection.



With this new projection cartridge you can show your super 8 or regular 8mm movies as quickly and easily as playing records.

You spend all your time enjoying your movies. Showing them is reduced to a matter of drop in and show.

For the new super 8 movies you shoot, ask to have film processed and returned in this new cartridge.

For your existing super 8 and regular 8mm movies, see your dealer for accessory cartridges which you can load yourself—they come in two sizes to accommodate 50- and 100-foot reels.

If you wish you may even edit and splice your reel of film—the projection cartridge opens to let you remove and return your reel of film as often as you like.

Ask to see a demonstration of these two new Kodak Instamatic movie projectors, illustrated at the right.



for  
super 8 movies  
**KODAK INSTAMATIC M105**  
Movie Projector

Easy drop-in cartridge loading, 100% automatic film threading, and 100% automatic film rewinding—brings added convenience and enjoyment to home movie projection.

Shows movies in reverse as well as forward. "Still," too!

Lamp with built-in reflector teams up with extra-fast  $f/1.5$  lens for large, bright screenings.

Projection versatility—takes super 8 reels up to 400 feet, as well as cartridges in 50- and 100-foot sizes. (See illustration at right.)

Self-cased, die-cast aluminum body. 400-foot take-up reel and 50-foot projection cartridge supplied. Available with 22mm lens or 20-32mm zoom lens.



for both  
super 8 and  
regular 8mm movies  
**KODAK INSTAMATIC M109**  
Movie Projector

All the excitement of the new M105 plus the added versatility of dual format projection—lets you screen super 8 as well as regular 8mm film. A flick of the switch changes the mechanism for either format.

Dual projection was never easier nor more enjoyable than now with the drop-in cartridge-loading M109. Regular 8mm film can easily be put into a projection cartridge for the same easy screening as super 8 film. Lets you take advantage of 100% automatic threading and rewinding.

Pressing a button and raising the reel support arm converts the Kodak Instamatic M109 movie projector from cartridge to 400-foot capacity reel projector. (See illustration at right.)

